



The Franklin Press

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DR. T. E. WINECOFF IS HERE ON VISIT

Preached Sunday at Episcopal Church—Was Formerly Pastor of Franklin Methodist Church.

Twenty-one years ago, Dr. T. E. Winecoff was pastor of the Methodist Episcopal church at Franklin. Last Sunday, after years spent in states of the West, after six years in Alaska, after going through the World War, and having won a national reputation as a scientist, Dr. Winecoff returned to Franklin and preached at the local Episcopal church.

Dr. Winecoff, originally an Episcopalian, became a Methodist minister and while serving in this capacity remained in Franklin one year as pastor. Later he returned to the Episcopal church, and is now pastor of the Good Shepherd at Scranton, Pa., a church with a membership of between 700-800.

Dr. Winecoff spent a year as Y. M. C. A. worker with the French army. He was gassed during this time. After his return to America he was appointed United States Marshall of Alaska. He was stationed in the Town of Fairbanks for the six years he held this office. Dr. Winecoff then returned to Wyoming as an Episcopal minister where he remained for a number of years. Later he went to his present church in Scranton.

While in the West, one of the prominent churches offered a prize to any minister or layman who could preach the best sermon. The members of the State Supreme court acted as judges, and Dr. Winecoff won the prize. He has a national reputation as a minister and as a scientist. As a geologist and botanist, he is particularly well informed. Prof. M. D. Billings, a local friend of Dr. Winecoff, reports that the minister has notes on a number of books of a scientific nature, and also on the subject of social philosophy, which he intends to write within the near future.

Dr. Winecoff preached to a congregation that filled the Episcopal church last Sunday. His sermon subject was "Friends." The minister dwelt on human relationships, emphasizing the fact that through human relationship, man reaches relationship with God. He pointed out that through human friendships man places himself on the highest possible plane. He stated that it is impossible for a man to think too much of himself if he does not think too little of his neighbors.

The visiting minister has a number of friends in Franklin who recall the time when he filled the pulpit of the local Methodist church. Dr. Winecoff stopped at the home of Prof. and Mrs. M. D. Billings while in Franklin. He left for his home in Scranton, Pa., Monday morning.

W. W. SLOAN HAS SLIGHT STROKE

Stricken With Paralysis Sunday Morning—Is Doing Well, But Will Need Several Weeks Rest.

W. W. Sloan, of the firm of Sloan Bros. & company, and one of the most prominent of Franklin's citizens, suffered a light stroke of paralysis in his right side last Sunday morning at 8:30. Doctors who were called to Mr. Sloan's bedside report that he will be up again, but that his recovery will require a number of weeks of complete rest.

Mr. Sloan, who is 60 years old, has been in business in Franklin for many years. He was in partnership with his brother, Jesse Sloan, until the death of the latter a few years ago, when he was stricken by paralysis.

The news of Mr. Sloan's illness came as a shock to the numerous friends of the family. He had been in the store until Saturday night, with the result that his illness was unexpected. For some time, however, although seldom away from his place of business, Mr. Sloan has not been in the best of health, and it was necessary for him at intervals to attend to only the less strenuous of his duties. The people of Franklin wish for Mr. Sloan a very speedy recovery.

IDLE HOUR BOOKS FINE PICTURES

Next Week Change of Program Each Night—Management Will Give Way Five Dollars Each Night.

In keeping with its policy of giving its patrons the best shows in circulation the Idle Hour theatre has arranged to have a different picture each night next week. These pictures have had long runs in the big cities of the country and millions of people have been delighted with them. In addition to the good pictures scheduled the management announces that each night a five dollar bill will be given to some one who attends the shows.

The pictures scheduled are as follows: Monday, West Point, with Wm. Haines; Tuesday, Red Riders of Canada; Wednesday, The Big Killing, with Wallace Beery and Raymond Hatton; Thursday, Gene Stratton Porter's "Freckles"; Friday, The Racket, with Thomas Meighan; Saturday, The Mojave Kid, with Bob Steele.

CARRIER PIGEON CAPTURED HERE

Has Leg Band Numbered AJ26JC 432—Owner Requested to Write

One released by airplane mail pilots in experiments with pigeons to test their value to the air service, was captured last week by Mrs. J. E. Lancaster. The number AJ26JC 432 appeared on a rubber band fastened to the bird's leg.

For three weeks the pigeon, apparently half tame, had been in the vicinity of the Lancaster home. It at first attracted the attention of Miss Lillie Rankin, who became curious when the pigeon remained for long periods on the cone of a nearby barn or dwelling without flying. It appeared to be bewildered and unwilling to fly far away. Miss Rankin and Mrs. Lancaster, with the aid of Mrs. Lancaster's boys, John Earl and Gottrell, induced the pigeon to come to the ground for pop corn and water.

Curious as to the inscription which they believed to be on the bird's leg, the two ladies made plans to capture the pigeon. They were unsuccessful, however, until a boy of the neighborhood had shot and wounded the pigeon's leg. The bird, instead of becoming wilder was thereafter more responsive to the efforts of its friends to lure it to some place where it could be caught. Last week, Mrs. Lancaster succeeded in enticing it into her kitchen after pop corn. As the pigeon is becoming more tame it is believed that it will remain in the neighborhood. The pigeon's owner is requested to communicate with Mrs. Lancaster.

Baptist Church Notes

An educational conference, to be held in connection with the two study courses taught by Dr. W. M. Lee, the Baptist pastor, on Wednesday evening in place of prayer meeting services, is set for Wednesday afternoon at the Baptist church. Dr. I. M. Mercer, president of the State Baptist convention, will be present at the educational conference.

On Wednesday evenings the pastor holds a course based on Dr. Mullin's book, "Winning for Christ," for 45 minutes, followed by a second 45 minute period devoted to a class for the training of Sunday school teachers. This work is intended to lead up to a revival planned for the latter part of the summer.

With the addition of one new member last Sunday evening by letter, the total number of new members who have recently joined is fifteen. The four B. Y. P. U.'s of the church had approximately 55 members present last Sunday evening. The Senior union is reported to be doing especially good work.

Dr. Lee announces that the preachers and pastors of the Macon association will meet at the church Wednesday afternoon, July 18, to consider plans for the Centennial Educational campaign.

Circle No. 1 of the Woman's Missionary union will take up the W. M. S. Manual for a course of study on Thursday afternoon.

The Junior choir and orchestra will meet on Thursday night and the Senior choir on Friday night.

MANSE READY BY AUGUST 1ST

Only Brick Manse in Asheville Presbytery — Has 8 Rooms—Young People of Church Active.

One of the most modern of the Presbyterian manses, and the only brick manse, in the Asheville Presbytery will be ready for the occupancy of the local Presbyterian pastor and his family by August 1. The Asheville Presbytery includes the 11 extreme western counties of North Carolina. This also is the first home constructed of brick that has been erected by a local denomination.

The new Presbyterian manse is situated on the eGorgia road next to the residence of Lyman Higdon. It is two stories high and has a basement where a heating system is to be installed before winter. There are six rooms on the first floor besides the bath and breakfast rooms. Two bed rooms and a storage room are on the second floor. The new building is plastered throughout, is finished in hardwood flooring, and is ready for the hanging of the doors. The workmen only await the drying of the plaster before getting the building ready for occupancy.

Rev. and Mrs. J. A. Flanagan are boarding with Mr. and Mrs. John Awtrey at the Robinson house until their new home is completed. The old Presbyterian manse was destroyed by fire several months ago.

Considerable activity among the young people of his church. At the Sunday school last Sunday morning an Echo Conference was held at which reports were heard from the delegates who attended the young people's conference of the Southern Presbyterian church at Montreat during the early part of July.

The delegates from the local church were: Misses Margaret, Elizabeth and Virginia McGuire, Alice and Margaret Slagle, Rosalind Bulgin and Mira Stribling.

Delegates were also sent from two other Presbyterian churches in the county. From the Morrison church: Miss Susan McClure. From Slagle Memorial church: Thomas Branch, Douglas Branch, and Miss Laura Hall.

BOARD TO MEET AT FRANKLIN

State Board of Equalization Coming July 26 to Hold Public Meeting—To Visit Several Places in District.

Franklin is to be host to a number of distinguished citizens of the state on July 26 when the state board of equalization holds the first of a series of meetings in the 10th congressional district at Franklin. The board is composed of one member from each congressional district in the state and the Lieutenant Governor. The board intends to visit a number of towns in this district to investigate the needs of the rural schools. This is the first time the board has undertaken to cover an entire district and no doubt the same procedure will be followed in other districts.

The names of those on the board follow: J. Elmer Long, Chairman; Leroy Martin, Secretary; P. H. Johnson, Pantego; B. B. Williams, Warrenton; A. K. L. Graham, Clinton; F. P. Spruill, Rocky Mount; J. H. Folger, Mount Airy; O. L. Clark, Clarkton; L. M. Blue, Gibson; B. B. Dougherty, Boone; A. E. Woltz, Gastonia, and Miss Elizabeth Kelly, Franklin.

The board will hold an executive meeting at Franklin 9 a. m. and the public meeting at 10:30 on July 26. In the afternoon of the same day the board will meet at Murphy at 3:30 o'clock with Clay, Cherokee and Graham counties. At 3:00 on the afternoon of the 27th the board meets

Sylva. The night of the 27th will be spent at High Hampton. Transylvania, Henderson and Polk counties will meet with the board at Hendersonville at 10 a. m. on the 28th, and with Rutherford and McDowell counties at 3 o'clock on the same day at Rutherfordton.

Miss Kelly will entertain the board during the time spent in Franklin.

Bethel Methodist Church

Rev. J. J. Edwards of Polkton, N. C., will come for the evening service to assist J. H. Strickland, the pastor, in a revival meeting at Bethel. Bethel is four miles east of Franklin on No. 28. All are most cordially invited to attend these services.

J. H. STRICKLAND, P. C.

Business Boosting Bulletin

A Business Boosting Bulletin for Promoting Local Business Interests

Published By THE FRANKLIN PRESS

(C)

Store News Should Be Published Regularly

People like to read store news along with the news of the day, and every merchant should use a certain amount of space regularly in the home newspapers and keep it filled every day or week with new and interesting information regarding the merchandise carried. This applies to every line of retail business.

The copy for this advertising should be handled in as careful a manner as is given to the trimming of the windows and the interior of the store. All merchandise has a certain personality which should be brought out in the arrangement of the goods for display. The same is true in the preparation of advertising copy, which should be edited as carefully as copy for a mail-order catalog.

Every item advertised should carry a description of the merchandise, bringing out the strong points in as few simple words and short sentences as possible, being careful however to avoid exaggeration. Simply state the facts in plain ordinary language and in as few words as possible.

If there is an exceptional bargain, the public should be told about it, but always with a true statement regarding the quality of the merchandise offered. Flaming headlines such as "The Greatest Bargains Ever Offered" will attract attention, but if used too frequently they will destroy confidence in the store's advertising.

Never use big words, involved or complicated sentences in advertising copy. Good advertising is not fine phrasing or beautiful sketches; it is not even the latest fad or style that brings response to advertising. It is simply the art of describing in short, punchy sentences the merchandise being offered; and of telling the individuals addressed, in an interesting way, that the very thing they want and admire and covet is now ready for them.

One of the best layouts of store news advertising which we have in our files is the "Clock-ad" of an Ohio firm, which is run in the local papers each week. This is a two-column advertisement running the full length of the page. It is divided into twelve sections, each section marked at the side with a Roman numeral running from I to XII. This same layout is used every week with new attractive items in each section.

The people of the town and country have been accustomed to watching for this "Clock-ad" each week, and the store reports that this weekly store news bulletin has proved to be the most satisfactory arrangement for carrying their message to the public of any they have ever used.

An ad today and no more for a month, does not found a staple business. It's persistent advertising that wins—no matter how small the space.

CANNERY SELLS LARGE AMOUNT

Case and Teague Get Orders For \$7,500 Worth of Canned Goods in One Day—Peaches in Big Demand.

Back from a trip last Monday through Greenville, S. C., Hendersonville, Asheville, and other points, Jonathan Case, and C. W. Teague, superintendent and manager, respectively, of the Macon Co-operative Food Products company, took orders for 2,500 cases of the cannery's output this season, the orders amounting to \$7,500. This, it should be emphasized, represents one day of soliciting orders, and proves that the demand for canned foods is sufficient in nearby territory to leave no doubt as to the feasibility of a local cannery.

Since the opening of the cannery on July 9, approximately 1,000 cases of beans and blackberries have been canned and packed. Two dozen cans are packed to the case, making an output of approximately 24,000 cans since the opening date.

The trade in the towns visited by Mr. Case and Mr. Teague is particularly interested in canned peaches. As soon as the bean and blackberry crop has been taken care of, the cannery will be in the market for as many bushels of peaches as the people of the surrounding country can furnish. Jobbers in Asheville, Hendersonville, and Greenville are especially desirous of getting peaches

Orders for 2500 cases of the various products of the cannery amounted to 1200 cases in Greenville. Another of the big orders came from Hendersonville, Mr. Case's home town.

With the demand particularly heavy for peaches, Mr. Case reports that he will begin buying as soon as the permanent crop is ripe. He pointed out that only firm peaches are desired. Care should be taken by peach growers to leave out all bruised or damaged fruit before it is offered for sale.

Meanwhile, beans and blackberries are coming in rapidly. With the large bean crop in the county this year, more beans than blackberries are being canned, but many gallons of the berries are also coming in. Tomatoes will be purchased as soon as the crop is ripe.

It is requiring a large number of girls to care for the beans and blackberries. An equally large number will be needed throughout the season. At present 65 girls are on the pay roll. Approximately 40 of these are continuously at work in the cannery. Mr. Case reports that he is decidedly pleased with the high grade of work done by the girls, and by the high average of intelligence among them.

Each girl is paid for the amount of work she does. The name of each employee is on a tag attached to the bucket in which the beans are placed after being strung and broken. For each bucket of beans handled by a girl, a punch is made in the tag, so that a complete record of her work is readily kept.

The label adopted when the cannery was first organized is being used. This is attractively printed in four colors, two cuts being used, and the words "Nantahala Brand" appearing at the top on one side. The words, "Packed by Macon Co-operative Products Co., Franklin, N. C.," appear on the other side.

C. W. Teague, the manager, is decidedly pleased with the results of the trip through the nearby cities and towns last Monday. He declares that the last doubt as to the ultimate success of the cannery has been removed.

The addition to the building has been completed and is being used for storage purposes. At no place in Franklin will one find more activity than at the cannery.

B. Y. P. U. CAMPS ON WAYAH BALD

The Senior B. Y. P. U. of the Franklin Baptist church last Thursday afternoon motored to Wayah Bald for an overnight camping trip. The storm of the afternoon did not reach the vicinity of the Bald.

Including guests, those who composed the party were: Mr. and Mrs. J. D. Franks, George Carpenter, Jr., Joe Moore, Virginia Norvel, Maud Burleson, John Womack, Willie Mae Ledford, Jarvis Ledford, Mrs. R. M. Ledford, Joyce Jacobs, Harvey Schilde, Dora Lee Garner, Verma Green, Carrie Lee Pannel, Gladys Pannel.